

NPM #10: The rate of deaths to children aged 14 years and younger caused by motor vehicle crashes per 100,000 children.

Impact on National Outcome Measures: Motor vehicle crashes are a leading cause of unintentional injury death. Continued community education and outreach, car seat safety and infrastructure building can impact Outcome Measure #6, the child death rate per 100,000 children aged 1 through 14.

a) Report of 2002 Major Activities

1. Car Seat Safety Inspections—Enabling Services—Infants and children

Many LPHDs, through the consolidated contract, provided health and safety education regarding proper installation and use of car (including infant and booster) seat restraints. Outreach efforts continued to occur via newsletters, press releases, information and educational sessions, health fairs, and safety campaigns on the encouragement of car seat and seat belt use, e.g., *Buckle Bear Program* and *Boost America!* Behavior assessments were conducted as to proper car restraint use and car seat safety inspections. A number of LPHD staff completed NHTSAs four-day training on car seat installation and inspection. Many LPHDs also provided training regarding bicycle safety (including proper helmet fitting).

2. Community Education and Outreach—Population-Based Services—Infants and children

SAFEKIDS Coalition and other Community-Based Organizations (CBOs) provided TA, education and resources on an ongoing basis. In addition to these things, the Department of Transportation (DOT) provided funding to local communities. A number of Wisconsin communities participated in October's Walk to School Day.

3. Safety Belt Standard Enforcement—Infrastructure Building Services—Infants and children

As with SPM#15, Wisconsin Safety Belt Coalition continues to make a case for safety belt standard enforcement.

b) Current 2003 Activities

1. Car Seat Safety Inspections—Enabling Services—Infants and children

LPHDs continue their efforts as listed in 2002 above, especially related to proper installation and use of car seat restraints. LPHD staff will renew certification requirements to retain their status as child passenger safety technicians. Day Care and Child Care providers are receiving education specific to proper installation and use of car seat restraints.

2. Community Education and Outreach—Population-Based Services—Infants and children

Continued work with DOT and other partners in providing outreach and public education to increase knowledge and resources available to reduce deaths from motor vehicle crashes.

3. Enhancement and Expansion of Partnerships—Infrastructure Building Services—Infants and children

The theme for the annual State Adolescent Health Coordinator's Network (SAHCN) meeting in March was "Strengthening Adolescent Health Programs: Focusing on Injury Objectives of the National Initiative to Improve Adolescent Health". Members of the State and Territorial Injury Prevention Directors Association (STIPDA) were invited to be with us at this meeting. In Region V, we have already made further contact with the injury prevention staff by participating in their quarterly conference call. The Region V injury prevention staff will be participating in the SAHCN Region V quarterly conference calls as well. All states are suffering with budget shortfalls and staff shortages. Our hope is to share proven ideas and resources especially targeting the adolescent related National Performance Measures (motor vehicle and suicide) that can assist in providing infrastructure for impacting these measures.

c) 2004 Plan/Application

1. Car Seat Safety Inspections—Enabling Services—Infants and children

LPHDs and others will continue to provide these types of activities in their local communities, as it is an ongoing need. These activities are "results-oriented" and outcomes are "tangible".

2. Community Education and Outreach—Population-Based Services—Infants and children

Public education and outreach activities by DOT and others will continue.

3. Enhancement and expansion of partnerships—Infrastructure Building Services—Infants and children

The relationship developed in Region V between the SAHCN and STIPDA will continue and provide the opportunity for sharing resources around policy development, training, evaluation, etc.